

Application No. 09/813,033  
Response to Final Office Action

Customer No. 01933

**Listing of Claims:**

1. (Currently Amended) A marketing research method for at least one of studying and analyzing a printed matter, containing ~~a visually readable printed image including at least one of characters and a photographic image and an optically readable coded image as obtained by encoding a URL to be used for specifying an information resource for the printed matter on the Internet via an access device, wherein said coded image includes ID information for identifying the printed matter, and wherein~~ copies of the printed matter are to be distributed to at least one of specified and unspecified persons, said method comprising:

storing said ID information for identifying the printed matter and access information obtained for each access to the an information resource for the printed matter as a result of an operation of: (i) optically reading ~~said coded image~~ with a reading device an optically readable coded image which is on the printed matter and is obtained by encoding a URL to be used for specifying the information resource on the Internet and which further includes said ID information, (ii) restoring said URL and said ID information from the read coded image, and (iii) accessing said information resource corresponding to the restored URL via said an access device which is connected to said reading device, said printed matter containing a visually

Application No. 09/813,033  
Response to Final Office Action

Customer No. 01933

readable printed image including at least one of characters and a  
photographic image and the optically readable coded image; and

25        at least one of studying and analyzing the printed matter,  
carried out by an issuer of said printed matter as marketing  
research, by utilizing said ID information and the access  
information on the accesses as stored in said information  
resource.

2. (Previously Presented) The marketing research method  
according to claim 1, wherein said information resource  
corresponding to said URL as restored from said coded image is an  
information resource adapted to allow at least one of studying  
5        and analyzing the printed matter.

3. (Currently Amended) The marketing research method  
according to claim 2, wherein said URL includes said ID  
information for identifying said printed matter.

4. (Original) The marketing research method according to  
claim 3, wherein said ID information includes at least one of a  
name of the printed matter, a type of the printed matter, a date  
of distribution of copies of the printed matter, a distribution  
5        area of copies of the printed matter and a purpose of

Application No. 09/813,033  
Response to Final Office Action

Customer No. 01933

distribution of copies of the printed matter as identifiable information.

5. (Currently Amended) The marketing research method according to claim 1, wherein said URL includes said ID information for identifying said printed matter.

6. (Original) The marketing research method according to claim 5, wherein said ID information includes at least one of a name of the printed matter, a type of the printed matter, a date of distribution of copies of the printed matter, a distribution area of copies of the printed matter and a purpose of distribution of copies of the printed matter as identifiable information.

7. (Original) The marketing research method according to claim 1, wherein said coded image further contains a browser starting program for starting a browser for said access device.

8. (Original) The marketing research method according to claim 1, wherein said printed matter is one of a newspaper, a magazine, a book, a journal, a pamphlet, a catalog, a leaflet and a ticket,

Application No. 09/813,033  
Response to Final Office Action

Customer No. 01933

9. (Original) The marketing research method according to claim 1, wherein if said printed matter carries at least one of a plurality of articles and advertisements and the at least one of each article and each advertisement shown on the printed matter  
5 is provided with a printed coded image, the URL contained in each of the coded images includes ID information for identifying the at least one of the article and the advertisement, whichever appropriate.

10. (Original) The marketing research method according to claim 1, wherein said information resource is an information resource belonging to the issuer of the printed matter.

11. (Previously Presented) The marketing research method according to claim 1, wherein if a plurality of printed matters containing a same advertisement is involved and the advertisement of each of the printed matters is accompanied by a coded image  
5 specific to the printed matter, said information resource is an information resource belonging to a sponsor of the advertisement.

12. (Previously Presented) The marketing research method according to claim 1, wherein the access information on the accesses to the information resource includes at least one of a

Application No. 09/813,033  
Response to Final Office Action

Customer No. 01933

number of accesses, date and time of each of the accesses and  
5 data on each person who accessed the information resource.

13. (Original) The marketing research method according to claim 1, wherein said coded image includes information on at least one of a sound, an image and a text in addition to said URL.

14. (Currently Amended) A printed matter, copies of which are to be distributed to at least one of specified and unspecified persons ~~and to be used for marketing research~~, said printed matter comprising:

5 ~~a part carrying~~ a visually readable printed image including at least one of characters and a photographic image; and

~~a part carrying~~ an optically readable coded image ~~as~~ obtained by encoding the URL to be used for specifying an information resource for the printed matter on the Internet via  
10 an access device, wherein said coded image further includes ID information for identifying the printed matter, and

when said coded image is optically read by a reading device, said URL and said ID information are restored from the read coded image and said information resource corresponding to the restored  
15 URL is accessed by said access device, which is connected to

Application No. 09/813,033  
Response to Final Office Action

Customer No. 01933

20 said reading device, wherein said ID information and access information on the accesses to said information resource are utilized by an issuer of said printed matter for performing marketing research for at least one of studying and analyzing the printed matter.

15. (Previously Presented) The printed matter according to claim 14, wherein said information resource corresponding to said URL as restored from said coded image is an information resource adapted to allow at least one of studying and analyzing the printed matter.

16. (Currently Amended) The printed matter according to claim 15, wherein said URL includes said ID information for identifying said printed matter.

5 17. (Original) The printed matter according to claim 16, wherein said ID information includes at least one of a name of the printed matter, a type of the printed matter, a date of distribution of copies of the printed matter, a distribution area of copies of the printed matter and a purpose of distribution of copies of the printed matter as identifiable information.

Application No. 09/813,033  
Response to Final Office Action

Customer No. 01933

18. (Currently Amended) The printed matter according to claim 14, wherein said URL includes said ID information for identifying said printed matter.

19. (Original) The printed matter according to claim 18, wherein said ID information includes at least one of a name of the printed matter, a type of the printed matter, a date of distribution of copies of the printed matter, a distribution area  
5 of copies of the printed matter and a purpose of distribution of copies of the printed matter as identifiable information.

20. (Original) The printed matter according to claim 14, wherein said coded image further contains a browser starting program for starting a browser for said access device.

21. (Original) The printed matter according to claim 14, wherein said printed matter is one of a newspaper, a magazine, a book, a journal, a pamphlet, a catalog, a leaflet and a ticket.

22. (Original) The printed matter according to claim 14, wherein if said printed matter carries at least one of a plurality of articles and advertisements and the at least one of each article and each advertisement shown on the printed matter  
5 is provided with a printed coded image, the URL contained in each

Application No. 09/813,033  
Response to Final Office Action

Customer No. 01933

of the coded images further includes ID information for identifying the at least one of the article and the advertisement, whichever appropriate.

23. (Original) The printed matter according to claim 14, wherein said information resource is an information resource belonging to the issuer of the printed matter.

24. (Previously Presented) The printed matter according to claim 14, wherein if a plurality of printed matters containing a same advertisement is involved and the advertisement of each of the printed matters is accompanied by a coded image specific to the printed matter, said information resource is an information resource belonging to a sponsor of the advertisement.

25. (Previously Presented) The printed matter according to claim 14, wherein the access information on the accesses to the information resource includes at least one of a number of accesses, date and time of each of the accesses and data on each person who accessed the information resource.

26. (Original) The printed matter according to claim 14, wherein said coded image includes information on at least one of a sound, an image and a text in addition to said URL.



Application No. 09/813,033  
Response to Final Office Action

Customer No. 01933

27. (Currently Amended) An information resource to be used in marketing research for at least one of studying and analyzing a printed matter, ~~containing a visually readable printed image including at least one of characters and a photographic image and an optically readable coded image as obtained by encoding a URL to be used for specifying an information resource for the printed matter on the Internet via an access device, wherein said coded image includes ID information for identifying the printed matter, wherein~~ copies of the printed matter are to be distributed to at least one of specified and unspecified persons, and ~~the marketing research is performed by an issuer of said printed matter by utilizing said ID information and access information obtained for each access to the information resource; said information resource comprising:~~

information transmission means for transmitting, to an access device, the information to be displayed on said access device, in response to an access by said access device; and

storage means for storing said ID information and said access information obtained for each access to the information resource as a result of an operation of: (i) optically reading said coded image with a reading device an optically readable coded image which is on the printed matter and is obtained by encoding a URL to be used for specifying the information resource on the Internet and which further includes said ID information,

Application No. 09/813,033  
Response to Final Office Action

Customer No. 01933

25 (ii) restoring said URL and said ID information from the read  
coded image, and (iii) accessing said information resource  
corresponding to the restored URL via said access device which  
is connected to said reading device, said printed matter  
containing a visually readable printed image including at least  
30 one of characters and a photographic image and the optically  
readable coded image;

wherein the information resource is configured to perform at  
least one of studying and analyzing the printed matter, carried  
out by an issuer of said printed matter as the marketing  
35 research, by utilizing said ID information and said access  
information obtained for each access to the information resource.

28. (Original) The information resource according to  
claim 27, wherein said information resource is an information  
resource belonging to the issuer of the printed matter.

29. (Previously Presented) The information resource  
according to claim 27, wherein if a plurality of printed matters  
containing a same advertisement is involved and the advertisement  
of each of the printed matters is accompanied by a coded image  
5 specific to the printed matter, said information resource is an  
information resource belonging to a sponsor of the advertisement.

Application No. 09/813,033  
Response to Final Office Action

Customer No. 01933

30. (Previously Presented) The information resource according to claim 27, wherein the access information on the accesses to the information resource includes at least one of a number of accesses, date and time of each of the accesses and data on each person who accessed the information resource.